CONNIE WILLIAMS

764 Wakendaw Blvd Mt. Pleasant, S.C. 29464

Telephone 803-881-1122 Fax 803-881-8919 February 28,1997 DOCKET FILE COPY ORIGINAL

RECEIVED

MAR 2 4 1997

Federal Communications Commission
Office of Secretary

Office of the Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554
CS Docket No. 97-55

Dear Sir:

Please change the current television rating system from the age-based to a content-based rating system. The television industry representatives came up with this present system. Lets "fine tune" it into the trash where it belongs. Let the parents have their choice. A content-based rating system was favored 5-to1 by parents in a PTA study.

You wonder why our kids are having such problems? Cut on the TV and you will see the influences of violence, sex and bad language being lived out before your eyes during the supposed "family hour". Under the present rating system, designed by those who produce all of the TV trash, it is impossible to know the exact content of the show. Parents differ as to what they allow at certain ages. Some parents are lax and some parents are strict. Some children are immature and some are mature. That is why we want a content based guide.

If there were no relationship between seeing and doing, we would have no advertisers. Children act our what they see. Wake up smell the coffee and restore the "family hour" with a content based guide.

Sincerely yours,

Connie Williams

No. of Copies rec'd_______
List ABCDE

Den Chairman Hundt Re: cs Docket No. 97-55, FCC 97-34 Our country's preedom, as you know, makes our lives jull and empowered. Mogram content descriptors put the freedom in the hands of the Wellies -- empowering them. Please ensure that We can watch with freedow. No. of Copies rec'd DList ABCDE Dincerely, Diane McClus, 170 Jellone Chase Fairport, NY March 19, 1999

hairman Deed Hewlt & CC Commissioner

10 Lederal Communication Commission

1919 M. Street N.W Room 222

Washington, DC 20534

Dear Chainan Hundt & Commissioner:

RG: CS Daket No. 97-55, FCC 97-34

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Thank you for your concern.

No. of Copies rec'd List ABCDE

Karen M. Gorden 1611 S. 4th Mr. Sionx Falls, SP 5710T

Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission 1919 M Street N.W., Room 222 Washington DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Douglass Houghton PTA, Waterford, Michigan to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I would prefer a content-based system rather than an age-based system. I feel the decision as to what my child(ren) views on television should be in my hands rather than in the hands of the TV industry.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this age-based system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- * That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- * That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- * That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- * That the rating board be independent of the industry and the FCC and that it include parents; and
- * That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,
The & Mes. Richard Stracy kowski

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Jarl M. Jum. Jun C. Wilson - Swin

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SAMPLE LETTER TO THE FCC

Your letter must be received by April 8, 1997

March 1997

Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission 1919 M Street N.W., Room 222 Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am (we are) writing on behalf of the National PTA and the Nebraska PTA and (local, council, district, or state PTA) to voice my (our) opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U. S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, Your Name	Czerpak A. Czerpak	P.T.A. Member # 009643
16626	Leavenworth St. a, NE 68/18	No. of Copies rec'd



NATIONAL PTA ACTION TO DATE

After conducting a national survey of our members, the National PTA held a press conference on November 21, 1996, to release our findings. We garnered exceptional press coverage in newspapers throughout the country, on numerous radio stations, and on NBC, CBS, ABC, FOX, and CNN. We also presented the survey results to Jack Valenti and the Television Ratings Implementation Group for use as they devised their rating system. After the rating group released its ratings, we voiced our opposition to the proposed system to the FCC, Mr. Valenti, and joined almost 30 other national organizations calling for content descriptors for television programs. And finally, we called on the FCC to accept public comment and hold hearings on this issue.



FCC COMMENT PERIOD

On February 7, 1997, the Federal Communications Commission initiated an eight-week comment period on the proposed industry rating system. Between February 7, 1997, and April 8, 1997, the FCC will accept comments from individuals and organizations. The Telecommunications Act of 1996 requires the FCC to "consult with appropriate public interest groups and interested individuals from the private sector" about the industry's voluntary plan, and then to determine if "such rules are acceptable to the Commission."

To file comments, you must mail an original letter or send an e-mail message by April 8, 1997 to the FCC. Your letter will be distributed to all members of the FCC and included in the public record. All letters and e-mail messages MUST include the docket number: CS Docket No. 97-55, FCC 97-34.



NATIONAL PTA CALL TO ACTION

Before April 8th, 1997, I urge you and your local PTA members to contact Reed Hundt, Chairman of the FCC to voice your opposition to the industry rating system and request a rating system that includes program content descriptors. You can use the enclosed sample letter as a guide, but a personalized letter—typed or handwritten—that includes your feelings about this issue will have the most impact. Please submit your comments—letter or e-mail message to:

Mr. Reed Hundt and the FCC Commission Office of the Secretary 1919 M Street N.W., Room 222 Washington, DC 20554

e-mail address: vchip@fcc.gov

So that we can gauge the level of participation of PTA members to this CALL TO ACTION, please mail, fax, or e-mail a copy of your letter to me:

Joan Dykstra, President National PTA 330 N. Wabash, Suite 2100 Chicago, IL 60611-3690 fax: (312) 670-6783

e-mail: information@pta.org

Telephone 810-373-1316

2600 Dexter Auburn Hills MI 48326

March 17, 1997

Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission 1919 M Street N.W., Room 222 Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Will Rogers Elementary PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely, Claims of Southards

No. of Copies rec'd C

Telephone 810-373-1316

2600 Dexter Auburn Hills MI 48326

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Sincerely,

Thank you for this opportunity to comment on an issue so important to children and families.

Ganice Soltis President, Will Rogers PTA

No. of Copies rec'd______ List ABCDE

Mar 19, 1997 Dear Chairman Hundt & Commissioners I am writing as a member of Rosamond Elementary PTA. The new symbol system of rating on TV is insufficient. The rating system needs to say more about content of television programing. We would like content information so that we can decide for ourselves what to view or allow children to view. We request: - the FCC require a U chip band broad enought to receive more than one system - rating uon be made larger, prominently placed & appear more frequently, during a program - the rating board be independent of the industry & the FCC and that it include parents -that any system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents

I also would like the natings
to include implied sexual situations
where sex isn't actually shown.

Thank you

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List ABCDE

Reverton, Wah

- CS97-55

Dear mr. Hundt.

I am really opposed to the present rating system used for T.V. programs that my children watch the ratings now does not provide information about content. I have seven children and don't like to be watching a show before I realize this is not something I want them watching.

Sincerely, Cypatho Hummel

CYNTHIA HUMMel 8893 Turner Imbay City, MI 48444

P.S. Have a pleasant Easter!

Chairman Reed Hundt and FCC Commissioners c/o Federal Communications Commission 1919 M Street N.W., Room 222 Washington DC 20554

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Sincerely, Laurel A Boyda

No. of Copies rec'd List ABCDE

Dear Chairman Hundt and Commissioners:

I am writing concerning CS Docket No. 97-55, FCC 97-34, on behalf of the National PTA and Fernley PTA, Fernley, Nevada, to voice my opposition to the v-chip rating system as proposed. The rating symbol on the TV screen does not provide sufficient information so that parents can make decisions about appropriate TV programming for their children. We need a rating system which gives parents information about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system is useless without content descriptions on the screen and publicized in TV schedules.

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Thank you so much for listening to my opinions on this very important issue.

> No. of Copies rec'd List ABCDE

Sincerely, Déana Wagner 749 E Street Fernley, Nevadanie 29412

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Sincerely, Elizabeth Laroux
Elizabeth Laroux
P.O. Box 1321
Pernley, Nv 89408

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Po Boy 1782 Fernly At 37408 702-575-66-14

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Vancy Towley. 794 E Street Feenley NV 89408

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Swent Moresi P.O. Box 1712 Fernley, NV 89408

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P.O. Sax 1540

Heraky NV 89408

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Mary Jo Doward P. O Box 2313 Furnley NI V 89408

Dear Chairman Hundt and Commissioners:

I am writing concerning CS Docket No. 97-55, FCC 97-34, on behalf of the National PTA and Fernley PTA, Fernley, Nevada, to voice my opposition to the v-chip rating system as proposed. The rating symbol on the TV screen does not provide sufficient information so that parents can make decisions about appropriate TV programming for their children. We need a rating system which gives parents information about the content of programs. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system is useless without content descriptions on the screen and publicized in TV schedules.

I request the following:
-That the FCC NOT approve the industry's proposed rating system.
The FCC should accept no rating system that does not include content information about programs such as "V" for violence,
"S" for sexual depiction and nudity, and "L" for language;

- -That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- -That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- -That the rating board be independent of the industry and the FCC, and that it include parents;
- -That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you so much for listening to my opinions on this very important issue.

Gracy & Peterson 450 Baron Lane. Fernley, NV. 89408

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FERNLEY, NEVADA

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MR. REED HUNDT FEDERAL COMMUNICATIONS COMMISSION 1919 M. STREET N.W. WASHINGTON, DC 20554

DEAR MR. HUNDT:

I AM WRITING ASKING THAT THE NEW RATING SYSTEM BE REJECTED AS IT NOW STANDS.

UNDER THE PRETENSE OF PROVIDING HELP TO PARENTS. THE INDUSTRY HAS DONE THE OPPOSITE. THEY TELL PARENTS THAT ALL PROGRAMS RATED TV~Y, TV~7, TV~6, TV~PG, AND TV~14, REGARDLESS OF CONTENT OR THEME, ARE SUITABLE FOR KIDS AND YOUTH......AND GET THIS~~~THE PERSON WHO PRODUCES THE PROGRAM IS THE ONE WHO RATES IT! NO INPUT FROM THE VIEWING PUBLIC IS ALLOWED. THERE WILL BE NO CONSISTENT PERSPECTIVE USED IN THE RATINGS SINCE HUNDREDS OF DIFFERENT INDIVIDUALS WILL BE DOING THE RATINGS BASED ON THEIR OWN INTEREST.

PLEASE REJECT THE RATINGS AS THEY NOW STAND.

SINCERELY YOURS.
Aufhur & Thelier Thuleps
1963 Nub ord
6/05/th, Ms 39638

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Coveyn onanyon Market Contract "Dunvar Road Lakeville, MA 02347 MIN 2 4 1997 Feb 28, 1997

iliar Mr. Hundt;

I am writing to inform you that Joggose The age based system of "" hatches.

TV ratings should be based on all content in the program and therefore The content should be listed to protect citizens of all ages. Decause one is an adult, it doesn't mean that he wants to be offended by degenerate trash, disquesting language violence etc, etc,

Content is a meest before I well hern on any program, now and in the feelers. Please do the right thing for everyone in society, to prevent the evil and creminal activity that results from objectional programmeng. Thank you.

Sincerely, Evelyn manyon

8.5. If you had beller programming! would watch more IV. Now I watch only 71m to 11 Pm when I can find a good stary, and occassionally watch the news which doesn't tell the truth most of the time either,

Please Reply

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